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## COMMUNICATION PATTERNS OF THE MANGUNAN DISTRICT GOVERNMENT TO THE COMMUNITY IN MANAGING VILLAGE TOURISM POTENTIALS

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### ABSTRACT

As one of the favorite tourist destinations in Yogyakarta, Mangunan has become one of the references for other regions in village development. This study aims to determine how the communication patterns carried out by the Mangunan district government to the community manage village tourism potential. This study tries to explain how the district government builds a harmonious relationship to collaborate in processing natural resources, as a community representative, and be trusted as a policymaker. This research method uses a descriptive qualitative research approach. This study uses data collection methods with structured interviews by conducting interviews with the district government as policymakers and three tourism object managers. For the data analysis technique, the Grounded approach offered by Miles and Huberman and the theory of message dissemination patterns by Guetzkow were

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used. The results of this study indicate that the communication pattern carried out by the Mangunan District government uses a simultaneous message distribution pattern, utilizing the district government to convey messages or information directly to tourism actors through regular face-to-face meetings and the WhatsApp chat application.

## INTRODUCTION

One of the favorite tourist destinations in Yogyakarta is a small district in Bantul Regency, Mangunan District Yogyakarta is also one of the most prominent tourist destinations. According to data by Dinas Pariwisata DIY (2019), tourist visits in Yogyakarta have increased yearly. In the 2018 tourism statistics released by the Yogyakarta government, it was recorded that there were four tourist attractions listed as having an increase in visits, namely the skyline of 45,345 visitors, the elephant cave Lemahbang. as many as 2,455, Mangunan fruit orchards with 316,254, and finally the Pinus Mangunan Forest area which received up to 2,796,760 visitors.

Effective communication is essential in creating good communication so that understanding emerges. There is a change in concepts and behavior from within the community. From the government to the public, they convey policies related to the development of tourist villages and make people aware of their potential (Menayang & Marta, 2020; Hariyanti et al., 2021). Policies must be socialized to the public to develop an awareness of tourist villages. Communicating this policy will provide the villagers to repurpose their village effectively. Not only as a form of shelter but also as a form of revenue through tourist attraction (Hermawan et al., 2019; Setiawan et al., 2021).

Public communication pattern is not delivered spontaneously, but through planning and preparation in advance and meeting forums and member meetings with a larger audience (Lumampauw et al., 2020; Salim et al., 2021). The Mangunan District

Government undoubtedly carries out this concept to convey policies to the community about the development of tourist villages.

In discussing communication patterns, it is essential to examine communication patterns. By knowing the communication flow process, it will be easy to understand the communication patterns used by an institution, whether simultaneously, consecutively, or in combination (Pace & Faules, 2000; Septiarysa et al., 2021). Therefore, this study intends to examine and analyze more deeply the communication patterns carried out by the Mangunan District Government built to manage and cultivate its potential as a tourism village. This research can be used as a reference for other village governments in building communication and creating good collaboration with the community in developing the potential of their respective regions.

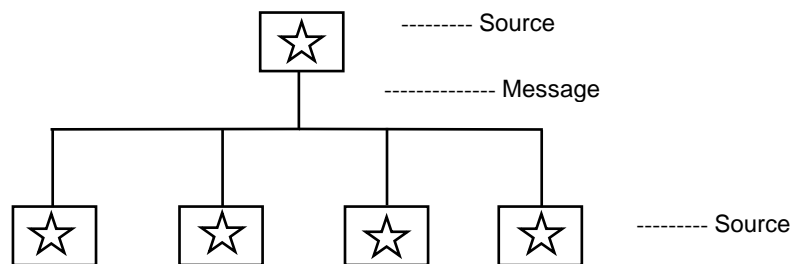
## CONCEPTUAL FRAMEWORK

In defining what communication is, according to Harold D Laswell, we only need to answer a few questions, namely "Who conveys, what is conveyed, through what channel, to whom, and with what effect" (Anggraheni et al., 2021; Kurniawan, 2018). Communication means that fulfilling the communication requirements must have the elements that Laswell has mentioned. Some features must be fulfilled to signify the business's success (communicating) to share, affecting a person's knowledge and behavior. Communication is a symbolic business/transaction that is carried out by every human being in regulating their life and environment by (1) building relationships between human beings; (2) through the exchange of information; (3) strengthening the attitudes and behavior of others; and (4) trying to change attitudes and behavior (Latukolan et al., 2021).

Guetzkow states three ways of spreading messages, they are (1) Simultaneous distribution of messages, (2) Sequential distribution of messages, and (3) Combined

message sharing. (Pace & Faules, 2000; Septiarysa et al., 2021). The simultaneous distribution of messages is when everyone in the target (communicant) is heterogeneous and geographically limited. Time constraints successfully obtain information or statements simultaneously, developed media allow simultaneous delivery of messages, and telecommunications media can facilitate the delivery of messages simultaneously. Through technological developments, the spread of news is called written media, while oral is a meeting or face-to-face.

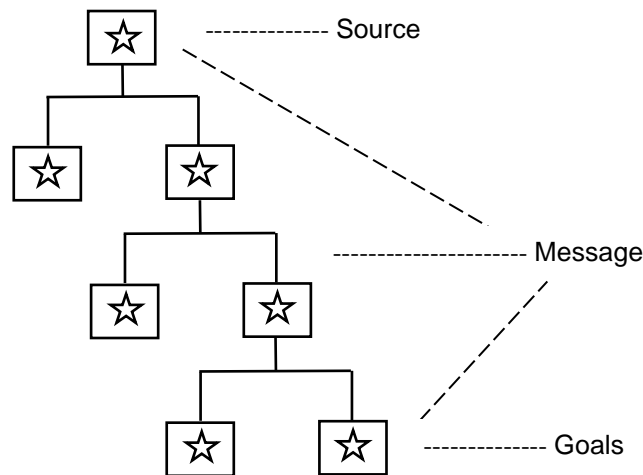
Figure 1. Sequential Spread of Messages (Pace & Faules, 2000)



The Sequential distribution of messages is an extension of dyadic communication, so the message is conveyed from Person A to Person B to Person D to Person D to Person E in a series of two-person transactions. In this case, unless the first person (the message source) interprets the message conveyed by the previous person, then forwards its interpretation results to the next person in the message series. However, if messages are propagated in succession, information dissemination occurs irregularly, so data from the source will arrive at different times.

In this message flow process, simultaneous and sequential information dissemination are used in the combined message sharing. In this case, we cannot conclude which one is used first because the pattern uses a combined practice.

Figure 2. Sequential Spread of Messages (Pace & Faules, 2000)



Group communication provides a limit for communication that is carried out face-to-face in the amount of three or more individuals to obtain accurate information at will (Briandana et al., 2021). There are four requirements in group communication: the interaction is carried out face-to-face, the number of participants involved in the exchange, the desired goals and objectives, and the ability of everyone to cultivate the personal characteristics of other individuals (Daryanto & Rahardjo, 2016; Marta et al., 2020). The main focus of this research is trying to answer how the communication pattern of the Mangunan District Government is to the community in managing village tourism potential.

Nugroho (2013) expands the communication pattern theory approach, with the research object being the Village Consultative Body. This study showed that the communication patterns used were group communication patterns and interpersonal communication patterns. However, this study also has differences in the object of research.

Following that, the second literature review refers to the research conducted by Hartati (2013) regarding the Pattern of Communication between Staff and the Head of Village at Warat Selatan Sub-District Office, Marangkayu District KutaiKartanegara Regency. Her study employs a communication pattern theory approach, and the

object of the research is the staff and head of the village administration office. This study found differences in research objects and found similarities, namely research using qualitative and descriptive data analysis methods. This study found that the primary communication pattern could not be applied because the staff often carried out face-to-face, so the dominant way was linear communication.

In addition, Safitra et al. (2022) explained that the Tourism and Culture Office of Kampar Regency had taken steps following the marketing communication strategy. This step was to implement a marketing mix in which there was a promotion mix. However, the Tourism and Culture Office of Kampar Regency could not optimally implement the marketing communication strategy due to the implementation of restrictions on public activities (PPKM) from the central government. Visitation restrictions made Kampar tourism activities closed and had to be stopped. After reopening, there had not been an increase in the number of tourists in the Kampar Regency.

## **METHODOLOGY**

In this study, the researcher used a qualitative approach. These research procedures used descriptive data in written or oral words and sentences obtained by collecting interview data or recordings from the observed people or organizations. In contrast, this study uses a descriptive explanation, namely research that aims to determine the value of the independent variable without any comparison or to link it with other variables (Harry et al., 2022). In this qualitative method, the researcher uses a case study theory approach, namely research conducted on individuals, a group, or an organization which in the acquisition effort has qualitative characteristics, namely using interviews, observations, and archives (Sya & Marta, 2019).

Observations were carried out for 30 days. After the observations and obtaining data, the participants were determined to be interviewed. The participants were chosen considering their involvement and best representation. The resource persons

in this study were H. Jiyono Ihsan., S.Sos. as the Head of Mangunan Village, Dwi Eko Susanto S.Pd, I as the Village Secretary of Mangunan Village, Surata as the Head of the Welfare Section, Ponidi as the Chair of the Mangunan Village Tourism Awareness Group (Pokdarwis), Eli Rusnanto as the Chairperson of the Bukit Panguk Kediwung Tourism Board, Anang Suhendri as the Chairperson of the Asri Pine Forest Tour Management, Parianto as Chairman of the Watu Goyang tourism management, Somijan as the Head of Kaki Langit Art Market Tourism Object, and Aris Purwanto as Chairman of the Hobbit House tourism management.

The data collection method used in this study, namely using interview and documentation techniques as a primary data collection effort (Salim et al., 2022). The data obtained during the survey will be analyzed using the Grounded model offered by Miles and Huberman (Lestari et al., 2021); (1) Data Reduction, which is summarizing choosing the main thing, focusing on the essential items, and looking for themes and patterns. (2) Presenting data can be done by providing brief descriptions, charts, relationships between categories, flowcharts, and the like. (3) Verification and conclusion are based on the previous data collection stage. The researcher had made temporary conclusions.

The researcher focused on essential matters related to interpersonal communication problems in public service institutions and presented them narratively to make it easier to understand the issues. After conducting the interview, the data were transcribed, coded, analyzed, and summarized. The deductive coding method was used to analyze the interview transcript data, starting with the formulation of the theory, followed by the formulation of the hypothesis, observation, and confirmation of the data (Wang et al., 2021). The final stage of the evaluation of findings is to validate by checking the data through source triangulation (Yadykin et al., 2021).

In this study, the researcher used the internal validity test method to test the accuracy of the research design with the data found in the field and the results achieved. While in the credibility test, researchers use source triangulation (Marta &

Fernando, 2020; Vernuccio, 2014). Source triangulation is done by checking the data obtained from several sources and confirming the data to the data source of the Mangunan district government and the participants interviewed.

## **FINDINGS & DISCUSSION**

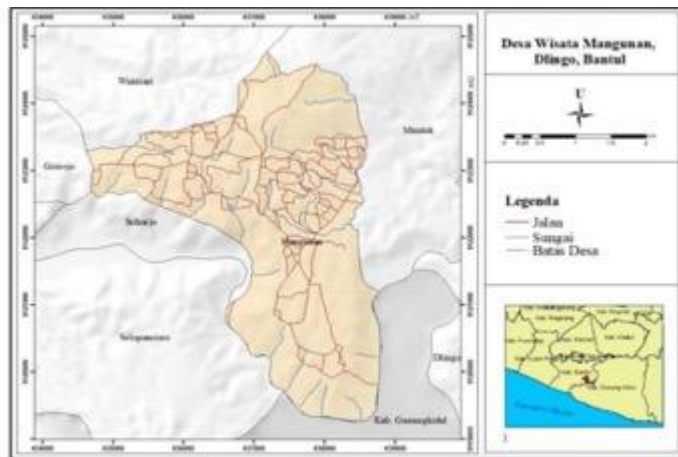
A good organization is an organization that has good social relations with the public and stakeholders who can influence an organization's progress. Maintaining communication with the outside world of the organization is very important to get participation and a good image from the community (Angreani et al., 2021). Therefore, the organization must take care of good communication with stakeholders.

Communication is carried out by policymakers, the Mangunan District government, and the communicants comprising tourism actors and the general public. This communication is often done to determine and make decisions related to tourism development in Mangunan. as tourism actors. Communication must be carried out because tourist attractions must have a set plan and concept according to the village government, which must be appropriately communicated (Nurul Rofiqo Irwan et al., 2018).

Being a responsible policy maker for the progress of the Mangunan Tourism Village, the village government is required to build communication with tourism actors in the Mangunan area whose community background was only a farmer, so that the village government's efforts in developing ideas and conveying ideas to the community must go through strenuous effort. Therefore, the researcher examines how the village government communicates with the community to spread the message.



Figure 3. Regional Map of Tourism Object Development



Source: Mangunan Tourism Village Masterplan Document 2019-2024

Being a responsible policy maker for the progress of the Mangunan Tourism Village, the village government is required to build communication with tourism actors in the Mangunan area whose community background was only a farmer, so that the village government's efforts in developing ideas and conveying ideas to the community must go through strenuous effort. Therefore, the researcher examines how the village government communicates with the community to spread the message.

The data obtained showed that the village government understood the definition of communication in general. The village government also added that the communication was understood as providing each other with information regarding what messages the government had received and would be delivered to tourism actors. Likewise, the notice or code found by tourism actors will also be given to the village government. The code aims to complement each other's information and is expected to achieve communication that requires each other and organizational and community goals.

Direct interviews with three tourism actors show that the communication carried out by the village government was good. Tourism actors deemed the chat application (WhatsApp Group) and regular face-to-face meetings. In face-to-face, there are two

more ways, namely through formal and informal forums. There is a reason for the use of the media depending on the interests and cases in the field,

### **Simultaneous Message Spread Pattern**

Whereas in communicating, sometimes using chat media or media forums, the messages obtained can reach thoroughly. There is no evaporation of information or additional information, and it arrives simultaneously in every tourist management or manager. There are several media used in problem-solving and message dissemination. The media selection relies on the context of the problems at hand. Media forums are aimed at severe problems and must result in decisions and policies. In addition, chat applications as forms of media forum used in this current study are shown only for small information related to marketing or announcements related to the presence of visitors.

To communicate, the village government performs various ways and uses the media. The primary use of media is regular face-to-face meetings. A focus group discussion (FGD) forum facilitates this regular face-to-face meeting. This forum is held monthly with a turn system carried out by the government. In this forum, all representatives of each tourist attraction are invited. Those who fulfil the invitation are each tour management's chairman, secretary, and treasurer.

In this face-to-face communication, tourism actors and the village government can directly face each other in the forum, meaning that there is no intermediary representing each tourism actor, not through the strata that must be passed to get information, or the village government will convey information, not necessarily through one hand and another. The village government will directly communicate second hand, but the knowledge to tourism actors.

This forum is shown for discussions and deliberations that have the character of serious talks. These discussions involve various problems, budgets, development, and finding solutions to the decision of a policy. The village government communicated to break the delay in the information that will reach the community and tourism

actors. It is hoped that the government can immediately find tourism actors' complaints, difficulties, and desires related to what is being faced in the field.

For the following media, it is still face-to-face, but this is more communication by the village government outside the formalities or what is called outside the forum. The village government comes to tourist attractions and directly meets with tourism actors. However, the difference from the explanation above is that the village government can now see the conditions in the field, the existing problems, and the needs needed. From the village government's point of view, this communication is very effective when used in site surveys and reviewing the development of tourist objects. In terms of communication, the village government is also more advantaged by this emotional closeness media. The government assesses that tourism actors will be more flexible in conveying their thoughts so that the village government gets valid data to be used as material for planning and policies.

Figure 4. Mangunan Village Tourism Actors Group



Source: Internal Documentation

For the following media, namely utilizing technology, namely using the WhatsApp chat application as one of the efforts used by the village government to convey

messages and information to tourism actors, with the hope that tourism actors can also get chat notifications more quickly. It is possible that if tourism actors want to submit a proposal directly to the village, the village government is also very open to receiving it. Messages conveyed through WhatsApp application also have their characters. Communication through WhatsApp is used when there is information that must be resolved immediately and urgently, for example, the dissemination of invitation information or permits that require a quick response.

### **Sequential Message Spread Pattern**

The village government rarely uses consecutive messages because tourism actors already have their forum so that the village government can directly communicate with them through Mangunan Village Tourism Awareness Group (Pokdarwis) and their respective heads of management. The media also shows that there are no messages sent in succession because, from previous data, it has been conveyed that the village government can directly come to the field, hold events, and use chat applications that can now reach the tourism management.

Following the data obtained by the researcher, the village government and tourism actors do not need an intermediary as a liaison for information. At the beginning of tourism development, there was communication like this in a row. However, this was ineffective and created a build-up of knowledge. So, there was also a build-up problem, which should have been resolved quickly but was only hampered by communication.

The message conveyed to tourism actors did not take long because the village government had made a forum to meet with tourism actors directly. The use of social media can also help disseminate information quickly, meaning that the message does not have to stagnate first because the village government has well facilitated the delivery of information.

Agreeing with the village government, tourism actors feel the same way: it does not take long to spread messages. With the government visiting tourist sites, it is also

one of the reasons that direct messages can be conveyed to tourism actors, and tourism administrators can also directly communicate information to the village government.

### **Combination Message Spread Pattern**

Head of Mangunan Village, and Head of Kaki Langit Art Market Tourism Object agree that communication is adaptable or flexible. Therefore, researchers want to reveal which communication is more effective, used by village governments and tourism actors to exchange information. That way, the researcher has data to strengthen the data, which patterns are used, and which ones are often used.

Based on the data obtained by the researcher, this distribution pattern is not too familiar to use because, from both sides, the village government and tourism actors both open the door to communicating with each other, so communication may directly reach each other without intermediaries. So, it can be ascertained that this combination of information dissemination is unlikely to be used. Still, from the research data, this combined communication may also be used, but not in the context of tourism actors. The village government likely does it outside the case of communication in tourism.

### **Group Communication**

Face-to-face communication is one of the requirements of the other three requirements for group communication, namely, 1) the number of participants participating in the forum; 2) the intended purpose and objectives; 3) and the individual's ability to bring out other individual characteristics; and the fourth is to do face-to-face itself (Daryanto & Rahardjo, 2016; Marta et al., 2020).

To get detailed and real-time information, the village government must communicate face-to-face. This communication can be done through various ways that the government has submitted to researchers, namely FGD (Focus Group Discussion), which is conducted monthly and regularly visits several tourist objects. Take turns,

with that information obtained by the village government, following the problems in the field.

It was very flexible for the communication the Head of Mangunan Village carried out. In communication outside the forum, the Head of Mangunan Village admitted to communicating in many ways, namely by visiting tourist objects twice a week and communicating with tourism actors. The intent and aim are to dig up data on problems in the field. Group communication is also done at events such as weddings and other celebrations. However, not formal communication is a powerful way of digging up information.

Figure 5. Face-to-face Regular Meeting



Source: Village Secretary Documentation

The interaction between the government and tourism actors using the forum and communication is carried out by more than three people so that a large group is formed with complementary interactions. Based on the data, interaction is essential for an effort to provide knowledge to each other. This information is critical for the village government in making policy decisions and extracting information on each tourist destination. Furthermore, this forum is also very much needed for tourism actors to submit complaints and find joint solutions for tourism actors.

Of course, this FGD forum has clear goals and objectives. When this FGD forum was established, it was to decide on delays in information reaching the communicant. According to research data, this forum is also essential for both parties to minimize problems, find solutions, and maintain and care for a complete vision and mission. However, this FGD forum is only held once a month, which means that there are very few opportunities to discuss tourism actors with one another, and with the village government formally, and delivery and decision-making also take a long time because they have to wait for the forum to arrive at a new time. May emerge a new policy or a new solution.

## CONCLUSION

This research is trying to answer the question of how the pattern of government communication in community relations and managing village tourism potentials in Mangunan, Yogyakarta. The communication pattern carried out by the Mangunan District Government to tourism actors related to tourism management uses a simultaneous message distribution pattern. This message distribution pattern has the character of the message being conveyed simultaneously and does not experience message delays. The use of technology is also one of the characteristics of the message. One of the ways to spread this message is through social media.

The communication pattern carried out by the village government in terms of spreading the message is to use a simultaneous pattern. This pattern is good enough for the village government to convey messages and information to tourism actors. However, it is better for forums, especially FGDs, to be held more than once per month, considering that each tour has problems and decisions must be made immediately.

As a policy maker, the village government has power over decision-making authority, which can be a double-edged sword. Because when a decision is made the right way, the results will be good, but on the other hand, when a wrong step is taken, it

becomes a tremendous threat, and communication is the key. As an organization in the community, the village government must be wise and wise and be able to see the desires and needs of the community, one of which is in the tourism economy. The village government must be able to manage communication with each tourism actor so that there is no friction, and the village government must be a container ready to accommodate the requests and suggestions of the community.

As a guide for the community, the village government must be intelligent and precise in choosing and maintaining good communication. Researchers try to take a picture of the communication patterns carried out by the village government with tourism actors, namely using the theory of message dissemination, so that they get the following conclusions:

The communication pattern carried out by the Mangunan Village Government to tourism actors related to tourism management uses a simultaneous message distribution pattern. This message distribution pattern has the character of the message being conveyed simultaneously and does not experience message delays. The use of technology is also one of the characteristics of the message. One of the ways to spread this message is through social media.

From the data obtained by researchers, the village government has used technology well, namely using social media WhatsApp. The village government creates groups according to their fields. With this media, the village government and tourism actors are greatly helped because the information will arrive quickly, and there is no information evaporation.

The subsequent media will create an FGD forum held monthly for tourism actors. In this FGD forum, the village government invites all tourism activists, especially tourism object managers, to present the chairman, secretary, and treasurer. This FGD forum is one of the media for spreading messages simultaneously because the village government can meet face-to-face with tourism actors so that policies and information can be directly conveyed to tourism actors without intermediaries and messages arrive simultaneously. The village government sometimes also conducts



face-to-face meetings in the field. It is one way for the village government to get truthful information about the area.

In the application of the two media above, they have their respective uses. The WhatsApp group chat application is used if the message conveyed must get a fast response, and the message must be transmitted is unrelated to decision making and policy. An example of using social media is the distribution of invitations: meetings, information regarding tourist arrivals, and questions regarding homestays. While face-to-face media is used once a month with a turn system in each tourist attraction, this forum is used in serious discussions about tourism development and management so that a joint policy must be decided.

## **LIMITATIONS AND STUDY FORWARD**

For further researchers, it is recommended to deepen additional information related to tourism management and district government stakeholders. Based on the research results above, researchers only prioritize three tourist attractions. After all, these three tourist attractions use village treasury land to develop the village government in a huge role. Of course, the communication will also be more intense.

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